

# CANDIDATE'S REPORT

(to be filed by a candidate or his principal campaign committee)

1. Qualifying Name and Address of Candidate

WILLIAM RAY ELMORE  
3109 English Turn  
Ruston, LA 71270

2. Office Sought (Include title of office as well)

Mayor  
Lincoln/Ruston

OFFICE USE ONLY

Report Number: 45254

Date Filed: 11/25/2014

Report Includes Schedules:

Schedule A-1  
Schedule B  
Schedule E-1

3. Date of Primary 11/4/2014

This report covers from 10/16/2014 through 11/16/2014

4. Type of Report:

☐ 180th day prior to primary ☐ 40th day after general  
☐ 90th day prior to primary ☐ Annual (future election)  
☐ 30th day prior to primary ☐ Supplemental (past election)  
☐ 10th day prior to primary  
☒ 10th day prior to general ☐ Amendment to prior report

5. FINAL REPORT if:

☐ Withdrawn ☒ Filed after the election AND all loans and debts paid  
☐ Unopposed

6. Name and Address of Financial Institution  
(You are required by law to use one or more banks, savings and loan associations, or money market mutual fund as the depository of all

COMMUNITY TRUST BANK  
PO Box 1325  
Ruston, LA 71273

7. Full Name and Address of Treasurer

9. Name of Person Preparing Report **RADIAN L HENNIGAN**

Daytime Telephone --

10. WE HEREBY CERTIFY that the information contained in this report and the attached schedules is true and correct to the best of our knowledge, information and belief, and that no expenditures have been made nor contributions received that have not been reported herein, and that no information required to be reported by the Louisiana Campaign Finance Disclosure

This 25th day of November, 2014.

William Ray Elmore

Signature of Candidate/Chairperson  
(To be signed by Chairperson *only* if report by principal campaign committee)

318-255-4555

Daytime Telephone

\_\_\_\_\_  
Signature of Treasurer

\_\_\_\_\_  
Daytime Telephone

8. FOR PRINCIPAL CAMPAIGN COMMITTEES ONLY

a. Name and address of principal campaign committee, committee's chairperson, and subsidiary committees, if any (use additional sheets if necessary).

## SUMMARY PAGE

RECEIPTS	This Period
1. Contributions (Schedule A-1)	\$ 4,730.00
2. In-kind Contributions (Schedule A-2)	\$ 0.00
3. Campaign paraphernalia sales of \$25 or less	\$ 0.00
4. <b>TOTAL CONTRIBUTIONS</b> (Lines 1 + 2 +3)	\$ 4,730.00
5. Other Receipts (Schedule A-3)	\$ 0.00
6. Loans Received (Schedule B)	\$ 290.09
7. Loan Repayments Received (Schedule D)	\$ 0.00
8. <b>TOTAL RECEIPTS</b> (Lines 4 + 5 + 6 + 7)	\$ 5,020.09

DISBURSEMENTS	This Period
9. Expenditures (Schedule E-1)	\$ 29,719.27
10. Other Disbursements (Schedule E-2)	\$ 0.00
11. Loan Repayments Made (Schedule B)	\$ 4,981.66
12. Funds Loaned (Schedule D)	\$ 0.00
13. <b>TOTAL DISBURSEMENTS</b> (Lines 9 + 10 + 11 + 12)	\$ 34,700.93

FINANCIAL SUMMARY	Amount
14. Funds on hand at beginning of reporting period (Must equal funds on hand at close from last report or -0- if first report for this election)	\$ 29,680.84
15. <i>Plus</i> total receipts this period (Line 8 above)	\$ 5,020.09
16. <i>Less</i> total disbursements this period (Line 13 above)	\$ 34,700.93
17. <i>Less</i> in-kind contributions (Line 2 above)	\$ 0.00
18. Funds on hand at close of reporting period	\$ 0.00

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## SUMMARY PAGE (continued)

INVESTMENTS	Amount
19. Of funds on hand at beginning of reporting period (Line 14, above), amount held in investments (i.e., savings accounts, CD's, money market funds, etc.)	\$ 0.00
20. Of funds on hand at close of reporting period (Line 18, above), amount held in investments	\$ 0.00

FINANCIAL SUMMARY	Amount
21. Candidate's personal funds (Use of personal funds as either a contribution or loan to the campaign should be reported on Schedules A-1 or B.)	\$ 290.09
22. Contributions received from political committees (From Schedules A-1 and A-2)	\$ 0.00
23. All proceeds from the sale of tickets to fundraising events (Receipts from the sale of tickets are contributions and must also be reported on Schedule A-1.)	\$ 0.00
24. Proceeds from the sale of campaign paraphernalia (Receipts from the sale of campaign paraphernalia are contributions and must also be reported on Schedule A-1 or Line 3, above.)	\$ 0.00
25. Expenditures from petty cash fund (Must also be reported on Schedule E-1.)	\$ 0.00

### NOTICE

The personal use of campaign funds is prohibited.\* The use of campaign funds must be related to a political campaign or the holding of a public office or party position. However, campaign funds may be used to reimburse a candidate for expenses related to his campaign or office, to pay taxes on the interest earned on campaign funds or to replace articles lost, stolen, or damaged in connection with a campaign.

Excess campaign funds may be returned to contributors on a pro rata basis, given as a charitable contribution as provided in 26 USC 170(c), given to a charitable organization as defined in 26 USC 501(c)(3), expended in support of or opposition to a proposition, political party, or candidacy of any person, or maintained in a segregated fund for use in future political campaigns or activity related to preparing for future candidacy to elective office.

\*The prohibition on the personal use of campaign funds does not apply to campaign funds received prior to July 15,

## SCHEDULE A-1: CONTRIBUTIONS (Other than In-Kind Contributions)

The following information must be provided for all contributors to your campaign during this reporting period, except for in-kind contributions. Information on in-kind contributions is reported on SCHEDULE A-2: IN-KIND CONTRIBUTIONS. In Column 1, check if the contributor is a political committee or a party committee. Any personal funds a candidate contributes to his campaign must be reported on this schedule. Personal funds a candidate *loans* to his campaign should be reported on Schedule B. For anonymous contributions, see SCHEDULE F. Totals and subtotals are *optional*. Completion of totals and subtotals may assist in calculating totals that must be reported on the Summary Page.

1. Name and Address of Contributor	2. Contributions this Reporting Period		3. Total this Election
	a. Date(s)	b. Amount(s)	
<b>ALLISON WAGGONER</b> 1458 Highland Park Jackson, MS 39211  POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	10/20/2014	\$100.00	\$100.00
<b>DANNY GRAHAM</b> PO Box 400 Ruston, LA 71273  POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	10/28/2014	\$250.00	\$250.00
<b>DOLLAR LAW FIRM</b> PO Box 14310 Monroe, LA 71207  POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	10/31/2014	\$250.00	\$250.00
<b>GARY LUFFEY</b> 1200 S. Farmerville Ruston, LA 71270  POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	11/03/2014	\$200.00	\$200.00
<b>JEFF PARKER</b> 252 Creeks Edge Ruston, LA 71270  POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	10/20/2014	\$100.00	\$100.00
<b>JOE ANDERSON</b> 2221 Llangeler Ruston, LA 71270  POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	11/03/2014	\$500.00	\$500.00
<b>4. SUBTOTAL (this page)</b>		<b>\$1,400.00</b>	<b>N/A</b>
<b>5. TOTAL (complete only on last page of this schedule)</b>			<b>N/A</b>
<b>6. CONTRIBUTIONS FROM POLITICAL COMMITTEES:</b>			
SUBTOTAL (this page) <b>\$0.00</b>		TOTAL (complete only on last page of this schedule)	

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## SCHEDULE A-1: CONTRIBUTIONS (Other than In-Kind Contributions)

The following information must be provided for all contributors to your campaign during this reporting period, except for in-kind contributions. Information on in-kind contributions is reported on SCHEDULE A-2: IN-KIND CONTRIBUTIONS. In Column 1, check if the contributor is a political committee or a party committee. Any personal funds a candidate contributes to his campaign must be reported on this schedule. Personal funds a candidate *loans* to his campaign should be reported on Schedule B. For anonymous contributions, see SCHEDULE F. Totals and subtotals are *optional*. Completion of totals and subtotals may assist in calculating totals that must be reported on the Summary Page.

1. Name and Address of Contributor	2. Contributions this Reporting Period		3. Total this Election
	a. Date(s)	b. Amount(s)	
<b>LOIS DEAL</b> 3501 English Turn Ruston, LA 71270  POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	11/03/2014	\$330.00	\$330.00
<b>LOWE ENTERPRISES</b> 130 Blue Martin Ln Ruston, LA 71270  POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	10/28/2014	\$300.00	\$300.00
<b>MACK ESTES</b> 3012 English Turn Ruston, LA 71270  POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	11/03/2014	\$100.00	\$100.00
<b>MARY HALBROOK</b> 706 Tarryeton Ruston, LA 71270  POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	10/20/2014	\$500.00	\$500.00
<b>NARENDRA PATEL</b> 175 Deer Creek Rd Ruston, LA 71270  POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	10/28/2014	\$250.00	\$1,000.00
<b>RICHARD BREEN</b> 701 Henderson Rd West Monroe, LA 71291  POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	10/20/2014	\$1,000.00	\$1,000.00
<b>4. SUBTOTAL (this page)</b>		<b>\$2,480.00</b>	N/A
<b>5. TOTAL (complete only on last page of this schedule)</b>			N/A
<b>6. CONTRIBUTIONS FROM POLITICAL COMMITTEES:</b>			
SUBTOTAL (this page)		<b>\$0.00</b>	TOTAL (complete only on last page of this schedule)

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## SCHEDULE A-1: CONTRIBUTIONS (Other than In-Kind Contributions)

The following information must be provided for all contributors to your campaign during this reporting period, except for in-kind contributions. Information on in-kind contributions is reported on SCHEDULE A-2: IN-KIND CONTRIBUTIONS. In Column 1, check if the contributor is a political committee or a party committee. Any personal funds a candidate contributes to his campaign must be reported on this schedule. Personal funds a candidate *loans* to his campaign should be reported on Schedule B. For anonymous contributions, see SCHEDULE F. Totals and subtotals are *optional*. Completion of totals and subtotals may assist in calculating totals that must be reported on the Summary Page.

1. Name and Address of Contributor	2. Contributions this Reporting Period		3. Total this Election
	a. Date(s)	b. Amount(s)	
ROGER SHELBY 1401 Cedar Creek Rd Ruston, LA 71270  POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	10/20/2014	\$250.00	\$250.00
RYAN KILPATRICK 1612 Farmerville Hwy Ruston, LA 71270  POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	10/20/2014	\$200.00	\$200.00
WILLIAM LOWE 130 Blue Martin Lane Ruston, LA 71270  POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	10/31/2014	\$400.00	\$400.00
4. SUBTOTAL (this page)		\$850.00	N/A
5. TOTAL (complete only on last page of this schedule)		\$ 4,730.00	N/A
6. CONTRIBUTIONS FROM POLITICAL COMMITTEES:			
SUBTOTAL (this page)		\$0.00	TOTAL (complete only on last page of this schedule) \$ 0.00

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## SCHEDULE B: LOANS RECEIVED

The following information must be provided for each loan or line of credit received this reporting period, even if it has been repaid. Also, complete this schedule for loans received in prior periods that are still outstanding. Separate loans must be reported separately, even if from the same source. Any personal funds a candidate loans to his campaign must be reported on this schedule.

1. Name and address of lender WILLIAM R ELMORE 3109 English Turn Ruston, LA 71270	2. a. Date* <u>10/14/2014</u> b. Interest rate <u>0.00</u> %(a.p.r.) c. Amount borrowed* ..... \$ <u>20,000.00</u> d. Balance due ..... \$ <u>15,018.34</u>  *For lines of credit, give the date the line of credit was first committed at Item 2a and list only the amount actually drawn at Item 2c. OPTIONAL: Total amount of credit available \$ _____						
3. Endorsers/Guarantors	4. Repayments this period <table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 30%; text-align: center;">Date</th> <th style="width: 35%; text-align: center;">Principal</th> <th style="width: 35%; text-align: center;">Interest</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">11/15/2014</td> <td style="text-align: center;">4981.66</td> <td style="text-align: center;">0.00</td> </tr> </tbody> </table>	Date	Principal	Interest	11/15/2014	4981.66	0.00
Date	Principal	Interest					
11/15/2014	4981.66	0.00					
(Enter the full name and address of each person or entity that has endorsed, guaranteed or otherwise secured the loan or line of credit.)	(List payments of principal and interest separately. If separate amounts are not known, list all payments under principal.)						
1. Name and address of lender WILLIAM RAY ELMORE 3109 English Turn Ruston, LA 71270	2. a. Date* <u>11/6/2014</u> b. Interest rate <u>0.00</u> %(a.p.r.) c. Amount borrowed* ..... \$ <u>290.09</u> d. Balance due ..... \$ <u>290.09</u>  *For lines of credit, give the date the line of credit was first committed at Item 2a and list only the amount actually drawn at Item 2c. OPTIONAL: Total amount of credit available \$ _____						
3. Endorsers/Guarantors	4. Repayments this period <table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 30%; text-align: center;">Date</th> <th style="width: 35%; text-align: center;">Principal</th> <th style="width: 35%; text-align: center;">Interest</th> </tr> </thead> <tbody> <tr> <td style="height: 30px;"></td> <td></td> <td></td> </tr> </tbody> </table>	Date	Principal	Interest			
Date	Principal	Interest					
(Enter the full name and address of each person or entity that has endorsed, guaranteed or otherwise secured the loan or line of credit.)	(List payments of principal and interest separately. If separate amounts are not known, list all payments under principal.)						

## SCHEDULE E-1: EXPENDITURES

Use this schedule to report information on all campaign expenditures for this reporting period. An "expenditure" is any payment made for the purpose of supporting your election to public office and includes monies spent for the campaign's general operating expenses. Any payments made that are not "expenditures" should be reported on SCHEDULE E-2: OTHER DISBURSEMENTS. Totals and subtotals at bottom of page are *optional*. Completion of totals and subtotals may assist in calculating totals that must be reported on the Summary Page.

1. Name and Address of Recipient	2. Expenditures this Reporting Period		
	a. Date(s)	b. Purpose(s)	c. Amount(s)
RUSTON LINCOLN CHAMBER OF COMMERCE PO Box 1383 Ruston, LA 71273	10/20/2014	Rented Booth	\$ 25.00
JUDITH ROBERTS 2500 Cypress Spring Ave Ruston, LA 71270	11/06/2014	Advertisement	\$ 130.00
KRLQ PO Box 2941 Ruston, LA 71273	10/30/2014	Advertisement	\$ 100.00
RUSTON DAILY LEADER 208 West Park Ruston, LA 71270	10/16/2014	Advertisement	\$ 1,078.00
CORDELL SMITH Box Ruston, LA 71273	10/23/2014	Labor for Signs	\$ 100.00
CORDELL SMITH Box Ruston, LA 71273	10/27/2014	Labor for Signs	\$ 100.00
CORDELL SMITH Box Ruston, LA 71273	10/29/2014	Contract Labor	\$ 200.00
CORDELL SMITH Box Ruston, LA 71273	11/03/2014	Contract Labor	\$ 150.00
3. SUBTOTAL (optional)			\$1,883.00
4. TOTAL (optional - complete only on last page of this schedule)			

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## SCHEDULE E-1: EXPENDITURES

Use this schedule to report information on all campaign expenditures for this reporting period. An "expenditure" is any payment made for the purpose of supporting your election to public office and includes monies spent for the campaign's general operating expenses. Any payments made that are not "expenditures" should be reported on SCHEDULE E-2: OTHER DISBURSEMENTS. Totals and subtotals at bottom of page are *optional*. Completion of totals and subtotals may assist in calculating totals that must be reported on the Summary Page.

1. Name and Address of Recipient	2. Expenditures this Reporting Period		
	a. Date(s)	b. Purpose(s)	c. Amount(s)
CORDELL SMITH Box Ruston, LA 71273	11/06/2014	Contract Labor	\$ 250.00
OFFICE DEPOT 221 N. Service Road Ruston, LA 71270	10/27/2014	Supplies	\$ 20.11
THE POLITICAL FIRM 5555 Hilton Avenue Suite 102 Baton Rouge, LA 70808	10/21/2014	Strategy	\$ 7,893.20
FACEBOOK PO Box 10005 Palo Alto, CA 94303	10/16/2014	Advertisement	\$ 86.40
RACEWAY 1800 Farmerville Hwy Ruston, LA 71270	10/21/2014	Fuel	\$ 73.35
REDPRINT STRATEGY 311 S. Fillmore St. Arlington, VA 22204	10/16/2014	Strategy	\$ 3,500.00
RUSTON DAILY LEADER 208 West Park Ave Ruston, LA 71270	10/23/2014	Advertisement	\$ 477.00
RUSTON DAILY LEADER 208 West Park Ave Ruston, LA 71270	10/23/2014	Advertisement	\$ 2,712.76
3. SUBTOTAL (optional)			\$15,012.82
4. TOTAL (optional - complete only on last page of this schedule)			

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## SCHEDULE E-1: EXPENDITURES

Use this schedule to report information on all campaign expenditures for this reporting period. An "expenditure" is any payment made for the purpose of supporting your election to public office and includes monies spent for the campaign's general operating expenses. Any payments made that are not "expenditures" should be reported on SCHEDULE E-2: OTHER DISBURSEMENTS. Totals and subtotals at bottom of page are *optional*. Completion of totals and subtotals may assist in calculating totals that must be reported on the Summary Page.

1. Name and Address of Recipient	2. Expenditures this Reporting Period		
	a. Date(s)	b. Purpose(s)	c. Amount(s)
RUSTON DAILY LEADER 208 West Park Ruston, LA 71270	10/28/2014	Advertisement	\$ 2,512.07
SUPER ONE FOODS 1500 N. Trenton Ruston, LA 71270	11/02/2014	Supplies for Event	\$ 117.35
THE POLITICAL FIRM 5555 Hilton Avenue Suite 102 Baton Rouge, LA 70808	10/31/2014	Strategy	\$ 3,746.00
THE POLITICAL FIRM 5555 Hilton Avenue Suite 102 Baton Rouge, LA 70808	11/03/2014	Strategy	\$ 500.00
WALMART 1201 N. Service Rd Ruston, LA 71270	10/30/2014	Supplies for Event	\$ 46.30
LOWES 809 Morrison Ruston, LA 71270	10/20/2014	Supplies	\$ 149.49
RED PEACH RADIO PO Box 430 Ruston, LA 71270	10/21/2014	Advertisement	\$ 214.50
RED PEACH RADIO PO Box 430 Ruston, LA 71270	10/30/2014	Advertisement	\$ 498.00
3. SUBTOTAL (optional)			\$7,783.71
4. TOTAL (optional - complete only on last page of this schedule)			

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## SCHEDULE E-1: EXPENDITURES

Use this schedule to report information on all campaign expenditures for this reporting period. An "expenditure" is any payment made for the purpose of supporting your election to public office and includes monies spent for the campaign's general operating expenses. Any payments made that are not "expenditures" should be reported on SCHEDULE E-2: OTHER DISBURSEMENTS. Totals and subtotals at bottom of page are *optional*. Completion of totals and subtotals may assist in calculating totals that must be reported on the Summary Page.

1. Name and Address of Recipient	2. Expenditures this Reporting Period		
	a. Date(s)	b. Purpose(s)	c. Amount(s)
DOLLAR TREE STORE 1415 Eagle Dr Ruston, LA 71270	10/20/2014	Supplies	\$ 29.20
DOLLAR TREE 1415 Eagle Dr Ruston, LA 71270	11/01/2014	Supplies	\$ 69.05
DAYLIGHT DONUTS 108 Monticello Ruston, LA 71270	10/30/2014	Food for Event	\$ 14.14
DAYLIGHT DONUTS 108 Monticello Ruston, LA 71270	11/03/2014	Food for Event	\$ 58.93
FACEBOOK PO Box 10005 Palo Alto, CA 94303	10/31/2014	Advertisement	\$ 9.64
DOLLAR TREE STORE 1415 Eagle Dr Ruston, LA 71270	11/02/2014	Supplies	\$ 19.58
NORA'S FLOWERS 301 W. Texas Ruston, LA 71270	11/05/2014	Flowers for Event	\$ 48.94
ADVANTAGE DIRECT 2300 Clarendon Boulevard Arlington, VA 22201	11/03/2014	Strategy	\$ 555.45
3. SUBTOTAL (optional)			\$804.93
4. TOTAL (optional - complete only on last page of this schedule)			

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## SCHEDULE E-1: EXPENDITURES

Use this schedule to report information on all campaign expenditures for this reporting period. An "expenditure" is any payment made for the purpose of supporting your election to public office and includes monies spent for the campaign's general operating expenses. Any payments made that are not "expenditures" should be reported on SCHEDULE E-2: OTHER DISBURSEMENTS. Totals and subtotals at bottom of page are *optional*. Completion of totals and subtotals may assist in calculating totals that must be reported on the Summary Page.

1. Name and Address of Recipient	2. Expenditures this Reporting Period		
	a. Date(s)	b. Purpose(s)	c. Amount(s)
THE POLITICAL FIRM 5555 Hilton Avenue Suite 102 Baton Rouge, LA 70808	10/31/2014	Advertisement	\$ 1,000.00
RED PEACH RADIO PO Box 430 Ruston, LA 71270	10/17/2014	Advertisement	\$ 3,069.50
JUDITH ROBERTS 2500 Cypress Spring Ave Ruston, LA 71270	10/29/2014	Advertisement	\$ 73.00
RACEWAY 1800 Farmerville Hwy Ruston, LA 71270	10/30/2014	Fuel	\$ 75.00
SUPER ONE FOODS 1500 N. Trenton Ruston, LA 71270	11/01/2014	Supplies	\$ 17.31
3. SUBTOTAL (optional)			\$4,234.81
4. TOTAL (optional - complete only on last page of this schedule)			\$ 29,719.27

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